

**FDOT TARGET ZERO CAMPAIGN
JULY SOCIAL MEDIA CALENDAR**

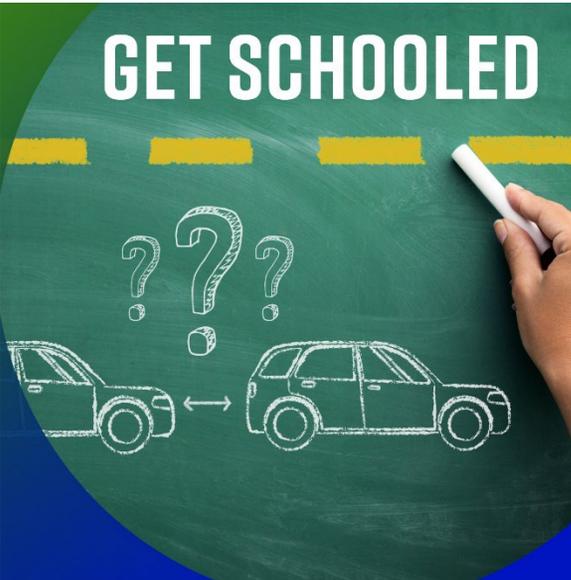
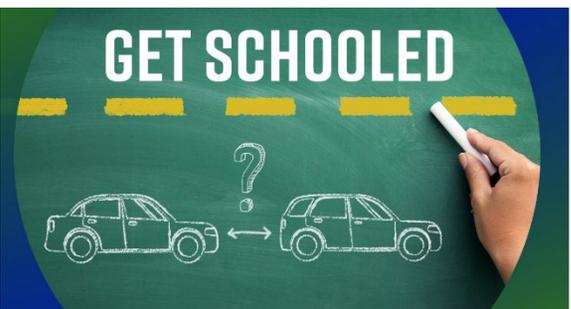
Launch Date	Notes	Content	Graphics	Platform
Sunday, July 3rd	Fourth of July	<p>We don't know who needs to hear this, but here's a friendly reminder to keep driving safely this weekend. Buckle up, obey speed limits, and focus on the road so we can all have a fun, safe holiday with loved ones. #LetsGetEveryoneHome</p>		FB, IG
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Friday, July 8	National Motorcycle Day	<p>Happy National Motorcycle Day! Don't forget to share the road with your friends</p>		FB, IG

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	American Chopper meme	<p>on two wheels so we all make it home safely at the end of the day.</p> <hr/> <p>Happy National Motorcycle Day! Don't forget to share the road with your friends on two wheels so we all make it home safely at the end of the day.</p>		TW

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<p>Tuesday, July 12</p>	<p>Top Gun - Speeding</p>	<p>Listen, Maverick – let’s curb that need for speed 🚗 When you’re behind the wheel, remember to slow down and observe posted speed limits.</p> <p>In Florida, over 3,000 lives are lost each year due to preventable crashes. With your help, we can bring this number to zero. #TargetZeroFL</p>		<p>FB, IG</p>
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<p>Sunday, July 17</p>	<p>World Emoji Day</p>	<p>Today is World Emoji Day! Remember: when you're in a 🚗, using your 👁️ + 🗣️ will help you get 🏠 to what you ❤️</p>		<p>FB, IG</p>

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		<p>Share what you 🤔 with an emoji in the comments.</p> <p>Today is World Emoji Day! Remember: when you're in a 🚗, using your 👁️ + 📱 will help you get 🏠 to what you ❤️</p> <p>Share what you 🤔 with an emoji in the comments.</p>		TW
<p>Friday, July 22</p>	<p>National Cell Phone Courtesy Month</p>	<p>The truth may hurt, but the consequences of distracted driving will hurt more.</p> <p>It's National Cell Phone Courtesy Month - put down the phone and pay attention to the road so we can get everyone home safely – including you. #TargetZeroFL</p>		<p>FB, IG</p>

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		<p>The truth may hurt, but the consequences of distracted driving will hurt more.</p> <p>It's National Cell Phone Courtesy Month - put down the phone and pay attention to the road so we can get everyone home safely – including you. #TargetZeroFL</p>	 A photograph of a man with long hair and sunglasses, wearing a white long-sleeved shirt, holding a large cardboard sign high above his head with both hands. The sign has the text: "TEXTING AND DRIVING DOESN'T MAKE YOU A GOOD MULTITASKER, IT JUST MAKES YOU A DISTRACTED DRIVER." The background shows a light-colored stone wall and a blue sky with some clouds.	TW

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<p>Wednesday, July 27</p>	<p>Back to school season</p>	<p>Driver's ed is in session! Here's a question for you: how many car lengths should you keep between you and the vehicle ahead of you?</p> <p>Six! Especially in a work zone, where sudden stops are common, you should always keep six car lengths between you and the vehicle in front of you.</p>		<p>FB, IG</p>
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